

Ride & Stride

Belgrade, Serbia

Turning everyday employee activities into continuous participation and measurable company impact



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THE ASK

€300K **18 MONTHS**
Instrument & terms open for discussion.



Build sales beyond the founders.
Systemise pilot-to-contract conversion and validate one ESG-consulting partner distribution channel.
12 months: 15 customers / €240K ARR.
24 months: 40 customers / €640K ARR.

MARKET OPPORTUNITY

TAM

€960M

ARR basis:
60,000 European employers × €16K blended ACV.

SAM

€80–112M

ARR: 5,000–7,000 large Best Employer companies.

SOM

€640K

24-month target: 40 customers / €640K ARR.

Ireland–UK pricing and acquisition: supported by distributor discussions, but not yet validated through a standard 12-month contract.

THE PROBLEM



Fragmented, one-off initiatives.
Large employers (500+ employees) invest in sustainability, but initiatives are fragmented and one-off.



Participation does not last.
Employers struggle to sustain workforce participation over the long term.



Impact is hard to measure.
One-off initiatives struggle to measure impact. Ride & Stride reports a lack of an established regional player.

THE SOLUTION



Sustainable activity, rewarded.
B2B mobile app and web platform. Employees earn points for sustainable commuting and off-hours physical activity, and compete on company leaderboards.



Participation and CO₂e reporting.
Employers receive aggregated participation data and CO₂e baseline-and-reduction reporting to sustain engagement and measure impact.



One year-round programme.
12-month, company-wide participation across locations. Replaces 10 previous company initiatives, according to a customer testimonial.

BUSINESS MODEL



Subscriptions
Annual plans for Best Employer-oriented companies (500+ employees). Primary buyers: HR/People teams.



€12K current ACV
Planned blended ACV: €16K (€12K regional; €24K Ireland–UK).



Founder-led sales
Validated route: cold outreach → pilot → 12-month contract → renewal.

NOTEWORTHY MILESTONES

	Pilots	3/3 completed pilots converted to annual contracts.
	Renewal	One customer renewed its annual contract.
	Rollout	Atlantic Grupa progressed to an eight-market rollout.
	2026	Best impact startup in Serbia (Marc Impact).
	2025	Best green startup in Balkans (BGI).
	Channel	ESG consulting boutique in Dublin: first distribution channel under validation.

KEY PERFORMANCE INDICATORS

KPIs	Year 1	Year 2	Year 3
Revenue	€9K	TBD	TBD
# of Customers	3	15 (f)	40 (f)
# of Employees	6	TBD	TBD
Signed ARR	€31K	€240K (f)	€640K (f)

FROM
IDEAS
TO REAL
PRODUCTS
AT SCALE.

(f) and TBD are retained as provided in the source.